

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. J. Weintraub
FROM: Susan Alter
SUBJECT: RJR 'Smokeless' Consumer Research

DATE: May 11, 1988

This is to let you know of our intention to solicit consumer reaction to Reynolds' description of their 'smokeless' device.

The current plan calls for conducting mall-intercept interviews among 100 full flavor, low tar, and ultra low tar smokers in Chicago and Long Island. After exposure to the attached material, respondents will be asked a series of questions from which we hope to learn:

- How smokers perceive this device.
- What aspects of the device are most important to them.
- Are any of the perceived benefits relevant to their experience.
- What questions remain after reading the description.
- Perception of amount of smoke.
- Understanding and assumptions about "heated, not burned".
- Pre-awareness of RJR device.

Please let me know as soon as possible if our plans raise any legal concern. The test will be fielded w/o May 16.

*Thank you —
Susan*

SA/lc

cc: L. Suwarna

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